

Free Report Reveals ...

73

Secret Rules That Almost ALL Entrepreneurs Use For Successfully Starting A Business

(These are the same rules that others have paid THOUSANDS of dollars for at seminars, coaching sessions and consulting services to learn)

Dear Reader,



My name is Andrew M. Warner, founder and CEO of www.shadeofinfo.com. Throughout the majority of my adult life, I've looked for profitable and legitimate ways to make money. Some has been successful and some have been failures. To be honest with you, I've had more failures than successes, but that didn't derail my ambition and passion.

I knew a lot of people who were in the same boat that I was in. Constantly looking for ways to make money. The only thing any of us could find were two paragraph descriptions of “home businesses.” No explanation. No instructions. No chance of success.

This prompted me to start my own research on the different ways a person could make money. For the past four years, I've been doing just that. Researching, making notes and writing detailed step-by-step instructions detailing my findings.

It is my mission to provide thorough information to assist those who truly wish they could make residual income from a real home business. Hopefully, you will find the information I've provided as valuable as I've intended to make it.

Good luck in your success.

Andrew M. Warner
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73 Secret Rules consist of ...

Proven Advice, Opinions & Successes On Business From Multi-Million Dollar Entrepreneurs

Whether you choose to believe it or don't, there are secret rules out there to achieve success as an entrepreneur. Unfortunately, for most people, they never achieve success for many [reasons](#).

I, too, was finding it difficult to get ahead in my business so I did what A LOT of business people say you should do. Look and see what other people are doing and "borrow it."

And that's what I did. And while doing that, I found a wide variety of information that could help ANY entrepreneur that's looking to start off a business. And that's why I created this report, as a reference guide of information that other successful entrepreneurs use to create and succeed in their businesses and that you follow to "hopefully" get the same

results.

How This Will Work

In this report, I will list for you the 73 Different Rules For Starting A Business that so many successful entrepreneurs follow in their day to day lives. And some of them still do follow them to this day.

Occasionally, along the way of listing those 73 secrets, I will pause and make comments and general observations on some of the advice, opinions and secrets that were given.

So with no further delay, let's get started.

1. Be Passionate

This should be a given because self-belief can truly go a long way. Your business could have great potential to make some money and achieve uncanny success but, if for the slightest second you don't actually believe in it, it's going to make your job that much tougher convincing other people to believe in it and, more importantly, to believe in you.

2. Always Follow Your Passion

There are far too many [get rich easy schemes](#) out there that leave a lot of entrepreneurs thinking about the fastest way they can make a few dollars. That type of mentality will always have you seeking out new "schemes" to find the one that's legit.

As an entrepreneur, you should ALWAYS do a business you're passionate about. A business that's in your heart. Passion will be what sustains and drives you through the up and down times. Once you're passionate about it and you do it right, the money will still come. Entrepreneurship is a bumpy road, and there will be days when you want to pack it in and days when you can't imagine doing anything else.

3. Be Committed To It 100%

Hand in hand with having passion comes commitment. From the very first day you'll need to be dedicated and work incredibly smart. This will mean not hanging out with friends as often or even not going to an event that

“everyone's” going to, or watching that much T.V. anymore or a lot of stuff.

In order to get your business off the ground and eventually successful, you have to be committed to it. Ask yourself if you are seriously prepared to sacrifice and commit to your business 100%. Ask yourself if you're willing to put in those long hours needed to get things done. Ask yourself if you're willing to “struggle” for the months that you **WILL** struggle and still be dedicated to your business. If you are, then you definitely have the commitment and passion to be successful in your business. If not, then you may as well stick with working a regular 9 – 5 job.

4. Always Think Big

Have you ever heard the saying “Think big and you'll get big?” It's a saying that many starting entrepreneurs need to actually pay attention to and take action on. Far too many entrepreneurs are focused only on the short term. They only think about the “right now” and not where they want themselves and their business to go.

Don't make this mistake. Doing so, will only limit your opportunities. Think big, within reason, and get rid of your narrow minded planning.

5. Focus ... Focus ... And Focus

Many entrepreneurs starting up don't actually believe how important and critical [focus](#) really is. They seriously take it for granted.

It's so easy, in the early days, to flip the script and chase a dollar because it's there rather than having laser-like focus on something to make a few hundred dollars.

It can easily draw you off path and have you becoming so diffused in your efforts that you are not making progress down the path you've defined. Be disciplined enough to really have focus.

6. Planning Is Everything

Before you start any business, you **MUST** plan. There is absolutely **NO** excuse to not put together detailed, disciplined business plans. Set

objectives for yourselves. Set benchmarks for yourself and don't let yourself get knocked off course. Develop contingency plans. Discipline yourself to put together a very detailed plan. What does success look like and when will you get there? When you strategically plan for your business, unexpected issues that come up won't be detrimental to your business.

7. Have A Definite Goal

Following up on the last point, it's important to have a plan in place where you've mapped out where you want to take your business. Set clear goals so that once you meet them you can justify spending money to get you to the next step.

8. Never Stop Learning And Never Stop Reading

The more you read and the more you learn, the more opportunities open up for you. The more knowledge you have, the more you are able to offer your customers or prospects in meeting their ultimate needs. In the end, your success is about not only meeting your

clients' needs but exceeding them.

You must never stop learning!

Others have done the exact same business that you're in before you. Study, read and emulate their successes and more importantly, learn from their mistakes.

9. View challenges as obstacles not as roadblocks

You need to be able to juggle a lot of things at once. Understand that as an entrepreneur, you're going to be wearing a lot of different hats AND things will not always go well. You need to be able to understand those obstacles when they come and plan the very best methods to avoid them.

10. Failure is natural

Without it, we can never progress as an individual or a business leader. Some people think [failure is bad](#) – I believe that every failure can only build a better person and better understanding of what will work. Don't try to prepare or prevent it. Expect

failure to happen in your business and learn from it.

Okay, let's take a mini break here to go over some of the things that were mentioned here that I believe is key. If you're even thinking of starting a business, you **MUST** be passionate about it.

You must have some sort of interest in it to make sure that you can have some type of success. But as important as being passionate about your business is, if you don't have laser-like focus, you'll never get to where you want to go. And lastly, never plan to fail, but remember that failing is the **GREATEST** part of actually learning how to DO business.

I've learned a lot more about business in general from failing than I ever did from succeeding in business. Don't be afraid of failure. It's natural.

11. Stick to it

Never stop. Failure after failure, time after time, stick to it and you'll get it; even if you feel like you can't, you will. Stick to what you're doing and stick to charging what you're worth.

12. Stay the course

Successful entrepreneurs are very risk tolerant, have a vision, a passion, and are stubborn as hell. It always takes longer than you think it will but you have to stick with it because the alternative is not that appealing – go work for someone else.

It takes some time to build a successful business. Having the courage to believe in your convictions is hard when your bank account is bleeding red. Stay the course. Be strong, stubborn and more importantly, persistent.

13. Give it your all

A lot of people start a business and will try to run it initially on a part-time

basis. They also have a fall back job, just in case the business doesn't develop. If you're to succeed you have to commit to the business. You really have to put 100% into it. You can't make a go of it if you only put some time into it rather than your full effort. You have to do it full time - sales, marketing, accounting and client servicing.

Now, this may mean not having a steady stream of money coming in the door. Giving it your all is easier said than done, especially when you have bills to pay. But it's important that you understand that only giving a half effort won't get you to where you want to go.

14. Don't have regrets

You'll be honestly surprised as to how many entrepreneurs have more regrets about NOT doing something than about actually doing something.

Almost all of them. If you really feel strongly about something, do it. That way, if it turns out to be a mistake, you would have learned from it.

15. Own Up To Your Mistakes

If you don't have all the answers or if you make a [mistake](#), own up to it quickly. Then, find the answers and correct the problem. Honesty is one of the best things you can have in your business and customers appreciate that.

16. Accept The Fear, Take The Risk

You need to accept the fear and take the risk. What this means is, love what you do and not always worry about the money. The money will come to you if you enjoy what you do. How many people do you know who hate their job?

If you want to be an entrepreneur why don't you become one? When you absolutely love every second of what you do it doesn't feel like work. Accept the fear and go for what you want.

17. Be Honest With Yourself

You need to be honest with yourself at what you're actually good at and what you're not. As an entrepreneur, you may be very good at coming up with ideas but not so good at managing

people. If this is the case, you need to have people to balance you out. You can outsource the majority of your work so you can do what you're good at.

18. Make Sure You Have Enough Money

This one I'm literally 50/50 on. While it's smart business to make sure you're financially capable to start a business, some people, based on their situations, have no choice.

The biggest thing to keep in mind is that if you are financially capable to afford it, you will not be able to sustain the same standard of living. It's near impossible to get rich overnight and since the majority of people don't, save up some money for that entrepreneurial push.

19. Keep an Eye on Your Cash Flow

A mistake many entrepreneurs make is to try to build too fast when they don't have nearly enough capital. When starting up, depending on your

financial situation, you want to get things going without having to spend a lot of start-up capital. This could be challenging to those that don't know where their money is going. Don't spend money you don't have. Don't spend if you don't have to. Do what needs to be done by yourself until you have enough money to solicit help. Spend your money very carefully and only on things that can help your business grow.

20. Prove that what you have is sellable

You have to pick something you can develop on a small budget and sell in a reasonable amount of time. It can take years to build a broad product and then more time to sell it. If you are looking to raise capital, that is a hard pitch to sell investors on. Find a product that you can bring to market quickly and start earning revenues with it to prove to yourself. Do not get distracted by your vision. When you find the first product that has legs in the market, start selling aggressively to establish the initial customer base. There are some companies that (1) do not take that approach, (2) take too much time

to come to market, and (3) end up missing their window of opportunity. Don't make their mistakes.

21. Determine How You Will Finance Your Business

Having the financial aspect figured out is also very important. You need to utilize your relationships with family, friends, angel investors, and have a good relationship you're your banker. You need to have the financial resources and cash flow to support your business. This is extremely important because if you decide to have employees, you have salaries to pay.

Okay, let's take a mini break here to go over some of the things that were mentioned here that I believe is key.

Money.

There are so many things, related to money, that you have to do before you seriously consider having a business, however, the most important ones are #18 & #20.

Make sure those are addressed before you start.

22. Have a business plan

It will act as your blueprint to how you want to grow. It will always change. It is not set in stone. Give an outline of your marketing plan and your service.

What is the opportunity in your business and what are you trying to accomplish?

What are the customer pains that you are solving?

How much do you need to get started?

What is your breakeven point?

Set yourself milestones that you can reach for. These are all questions and issues that you should address in your business plan.

23. Find A Mentor

Someone who you respect and believes in you (and your business) that you can turn to during the difficult times and can be your "rock" through those early entrepreneurial days. No matter how confident or ready you think you are, taking that first step is a scary thing to do. That's why many individuals who wish to be entrepreneurs never make it.

Having a mentor will be very important to your growth as an entrepreneur. Attend networking meetings and circles and actually talk with people. Listen to their stories and ask them if they would mind if you called them for advice. Asking for help, or advice, doesn't make you stupid. Entrepreneurship isn't for everyone. But if you think you've got what it takes, find those in your industry that would be willing to guide you along your way. It could be one of the best decisions you ever make.

24. Know Absolutely Everything About Your Business

Whatever business you are in, know everything about it. Start at the very bottom rung and learn all the rungs of the business. Knowing all of the areas of the business will make you more money when you get it started.

25. Be An Apprentice

Part of knowing everything about your business is learning from someone more experienced than yourself. This is where a mentor in your field would come in handy. You can learn both good and bad things about your business from your mentor. That way,

you can know which elements you want to copy and which ones you don't.

26. Provide Exceptional Service –

Providing great service is the best way to build up your clientele and establish an excellent reputation. This is something that many entrepreneurs constantly overlook. Every, and any, relationship you have with your customers should be above and beyond what they expect.

Every last one.

Doesn't matter if they bought a \$5 item or a \$500 item. The service should be the same for each one. By having the same consistent service throughout, customer notice it and will choose you over your competitor because of that. If you provide great service and build a loyal following, you've got the foundation for an excellent business.

27. Get everything in writing

This should be the very first rule when it comes to doing any type of business. Whether you are dealing with partnerships, offering a service or any other kind of deal, always get it in writing. I repeat, ALWAYS GET IT

WRITING. It is the only way that you will have proof of an agreement between yourself and someone else.

28. Control Your Overhead

This is key because you want to be able to reinvest back into your company to build it. Taking on unnecessary overhead, with no orders to send them out, will guarantee a death sentence for your business. If you have a business that can avoid it, instead of getting overhead, find companies that manufacture your products and see if they will drop ship it directly to consumer. There's absolutely no need to invest in an office downtown or a warehouse if you can run your business successfully from your own home.

29. Progression Not Perfection

Basically, you don't have to have everything perfect to a tee before you put it out on the market. I, along with countless other entrepreneurs, have been guilty of this at one point or another. Waiting until every single detail is accounted for. As an entrepreneur, you CANNOT make this mistake. In today's market it's all

about speed and agility.

Meaning, how quickly you can get your product out there before somebody else. You have a very small window of opportunity in the market today to “dominate” a space before it gets overcrowded. If you have a project, research it, do it and don't procrastinate over it. A big [key to success](#) is knowing exactly when you have enough information/products to start acting on.

30. Read as much business publications as possible

The education for an entrepreneur is never ending. You should be subscribing, downloading and reading every publication you can get your hands on related to business.

Simply for the fact that they can give you various and innovative ideas for marketing as well as successes and challenges of other entrepreneurs – some who may be in your very field of expertise.

31. Focus On What Matters

Sometimes entrepreneurs get caught up in what a business looks like versus what the core of the business is.

All you need to do is make sure the customers end up winning. If they aren't winning, the financial model will fall apart. Don't worry too much about what your status is and what it looks like from the outside – look at what you're delivering to the client. Be customer centric and look into your customer's shoes. It is an exceedingly rare talent that people often lost sight of it – you never should.

32. Differentiate Yourself

Make sure that whatever services you're providing or product you're offering, is different from the rest. You can't sell the exact same thing as everyone else if you want to be successful. Aim to stand out from your competition.

33. Stick to your guns

There's nothing wrong with accepting outside advice however, the vision should come from the entrepreneur and only the entrepreneur. As long as you maintain your vision, the payoff will come.

34. Support your community

This may seem like it wouldn't belong on this list but supporting your

community can have a significant impact on your success. Good faith is always good faith. Volunteer your time or services to your community in a selfless way. What will end up happening is you'll start to get business you weren't expecting from the community work you put in.

You'll be surprised as to how many entrepreneurs have grown tremendously based on giving back to their own communities. Get involved in charity events and volunteer your time. You'll be better for it.

35. Be Presentable

Presentation is very important to a successful business. What this means to you is having a website (your own domain name) that is easy to understand and navigate. Having professional looking business cards (not pieces of paper) with all of your information on it.

36. Ask for advice

Many entrepreneurs who have a product or service actually fear asking for solid advice from those in their related area of expertise. They think

that they may come across as being a competitor and the person they were seeking the advice from, won't answer their request for advice.

Well you know what, so what if they don't answer?

Doesn't hurt to try in the first place. What may actually surprise you is that many, many, many entrepreneurs who are successful will offer advice to those that ask them ... as long as they're not in direct competition with them.

37. Be the best in the world

One of the things that is very unique about being an entrepreneur is that there are very few times in your life where you will have the chance to be the best in the world at something or an expert.

By [starting your very own business](#), you can define the space and field that you excel in. Go with the goal of being the best at it. If you're the best in the world at something, you'll find a way to make a living at it.

38. Have Fun

Having fun is important especially in the first couple of years of business. The novelty factor of owning your own businesses eventually wears off when your business starts to grow and the stress of maintaining and growing the business can be sometimes overwhelming. You need to have a culture that is fun and a work place that is enjoyable to go to everyday. Separate work from life as well. Maintain a balance of life.

39. Don't be afraid to talk about yourself

You have to have that confidence level. Talk about your company and what you do to anyone willing to listen. It has to be a big part of who you are.

40. Seek help

When you first start your business, you'll feel a rush and think you can handle every client and overcome every trials and tribulations on our own. You won't. Don't be afraid to ask for help. That's why finding a mentor is so important because they can

provide you with strategies to help you out.

41. Don't Always Trust The Experts

Don't always trust the professionals that come to you with their opinions and advice. It's important for you to think outside the box and trust your instincts.

42. Channel positive energy

It's very important to know that when starting out, you'll face lots of criticism. You need to remain very focused on your vision and plan. Grab a hold of the things that work and use them to grow your company.

Channel your positive energy.

Learn from your mistakes and don't obsess about the mistakes along the way. Ensure you can leverage success out of those.

43. Know What You're Getting Into

When you work for yourself there are a lot of long hours that you'll need to put in and you'll need to make a lot of tough decisions. There is tremendous

pressure and stress especially if you have employees. The lifestyle is different. Assess why you want to be your own boss and make sure you keep those values with you throughout the growth of the business.

Okay, let's take another break here to go over some of this material. There were some great things listed there. Number 23, with finding a mentor was so key to me because I was able to find someone who has already been in business and made countless mistakes but was successful. And I was able to get key pieces of advice from them on business that would have taken me years to figure out on my own if I couldn't have their help.

Also for success in business, you need to know EVERYTHING about your business. That's why number 24 is so true to be and it should be to you as well. Know absolutely everything.

What your competition is doing. The latest trends. Stay on top of your industry all the time. Because if you don't, your competition will.

44. Know What You're Good At

Too many entrepreneurs lose out because they are not business people. Don't be an entrepreneur if you're not a business person. You can be the most creative, entrepreneur but if you can't run a business, you won't be successful.

45. Never sell yourself short

A lot of new companies under-price themselves to get business but they end up hurting themselves because at the end of the day they can't pay their bills. If you aren't charging what's appropriate you'll end up making less than you would actually working minimum wage. There has to be something left in the bank at the end of the day. You end up spinning your wheels and it's a big mistake a lot of small business make because they undersell themselves and don't make enough margins to survive the in the long run.

46. Focus On Building the Right Way

Don't worry about how many people are working for you. You often hear

people bragging about how they have 20 people working under them – but if you're losing money doing it, who cares? Look at what your business is doing. Look at your business as something that should be strong and growing but not so fast that it's out of control. Don't just grow to grow. Make sure you're [profitable](#), people are happy, and that you have a great working atmosphere.

47. Partner Strategically

Be very careful about who you strategically align yourself with. What they do in their business can be portrayed as what you are doing. Just like you hire slowly, the process in finding strategic partners should be a slow, cautious one. It's even more important than employees because strategic partners are seen by your clients and are promoted in your marketing materials.

48. Hire slow, fire fast

Take your time to find the right people. If you have the right people on the bus you can go anywhere you want and if you don't it can wreak havoc.

We often get tied to the people as individuals. If it's not working it's better to end it as quickly as possible because it's better for both parties. You make what you think is the right hire and it seems to work out for a short little while and then there is something that doesn't feel quite right and you continue to try to make it work. Six months later you're in the same position and it doesn't work out. Bottom line trust your instincts when hiring.

49. Hire Great Staff and Keep Them Happy

Depending on the type of business you are in, you may or may not need additional help. If you do require some assistance, make sure that you do all you can to make sure they do a great job for you. Satisfaction of the staff is very important to any business. That means welcoming any ideas to make the business better and not “under-paying” them because you want to make the most money you can. Whether it's high school/college students or adults, you need to understand that other than your customers, your staff is the next

greatest asset your business has.

50. Surround yourself with great people

If you do not know anything, do not be afraid to ask, you minimize your mistakes by learning from others.

51. If you have to hire full time staff, be flexible

Sometimes that one person isn't going to have everything you're looking for. Hire someone who may not have all the experience but can jump from one thing to another very quickly. Be prepared to cut your losses if they're not working out.

52. Find staff through personal networking

It can be hard to recruit quality staff to a start-up operation. Most people do not have true successes in their background – make your vision appealing. Have the right sized team at the start.

53. Think outside the box to attract employees

— Things like industry awards do not —

provide an ability to sell products but they can be used to sway prospective employees. Employees want to work for a company that is doing things and going somewhere.

54. Give people an opportunity

Talented people are attracted by an opportunity. Money is important, but young people want to be developed and want the opportunity to take on new roles.

In so many companies, young people are put in a box and aren't able to reach their potential. With a start-up the world is your oyster. You can do anything. Whatever you see as the opportunity, you have the flexibility to make it happen. The right people are attracted to that opportunity.

55. Hire your opposites

A lot of entrepreneurs hire people like themselves- clones. What you actually need to do is the opposite. You need to hire people who compliment your weaknesses. Hire to the areas you're weakest in.

56. Find Good Employees

When hiring, look at who the candidates are, what their expertise is, and how they fit culturally with your business. When you're really small you need people who can manage themselves. As you get larger you can hire less senior individuals. You need responsible self-managers. Finding good people is always one of the toughest parts of running a business.

57. Hire smartly

Do due diligence when considering hiring any employee to your business. Making the decision to hire your first staff member is a big step. Make sure that you get off on the right foot from the beginning.

58. Trust Your Gut

What is the connection you have with the people who work with and for you? Do you trust them? What about certain business decisions? Do you trust your gut to move forward on it or to not move forward at all?

59. Have a clear vision

Know what your future looks like,

feels like, and acts like. It has to be a compelling vision that gets your people excited and focused. Latch onto that picture as though it has already happened.

Transport yourself into the future so you can see it with picture clarity. Share it with your staff (if you have one) so they can see it and do what it takes to achieve it.

60. Network

This is absolutely crucial for any entrepreneur to do. Through networking, you never know who may know how to help - or know somebody else that can help. Join different associations and go to entrepreneurial events in your city where you can meet other individuals, share stories and exchange contacts.

The power of networking is uncanny. All of the resources in your neighbourhood are at your disposal if you attend a couple of these events. Lastly, it is vital to stay in touch with the people that you meet at these meetings because they're looking for the same thing that you're looking for – a great contact to help them achieve

business success.

61. Test Your Market

Growth will be slow in the beginning. It's important to test things out before you dive right in. Make sure that the idea you have is viable and there is an audience for it.

62. Look Towards The Future

Along the lines of thinking big, you need to have a careful look towards the future of your business. Always be thinking what you can do to improve, how can you get new paying customers, what needs to be done to grow your business 500% ... 1000% etc. Never be stagnant with your business.

63. Ensure Good Working Partnership

Not telling you to be best friends with your competition, but develop and maintain a healthy work relationship with non-competing companies. They may have specific strengths that could be very useful to you and vice versa. Partnership with them could be crucial when it comes to developing strategies to bring in more customers.

Okay, let's take our last break do dissect some of the key things that were mentioned.

(1) Partner strategically. If you are going into a business with someone, make sure that they're as passionate about the business as you are.

(2) If you are going to hire people, you should hire the opposite of you. I like this strategy because it allows you to work with a person that doesn't see your exact views. They see things from a different light and you can only learn from each other and make better choices for your business that way.

(3) The last thing that I think is key to emphasize, is to test. Test and then re-test. You need to always test everything that you're doing to ensure that (1) you're getting the best results possible and (2) you'll understand completely what works and what doesn't work.

Testing is so important to a business' success and something that shouldn't be taken lightly.

64. Do your research on your potential partners

This should be basic common sense. You need to do thorough research on businesses you're considering partnering with to see if there is a fit. Do your due diligence and make sure they're a reputable business. The last thing you want to do is partner up with a company that has a bad reputation.

If they're partnered with some other businesses, talk with them. Find out if they're getting good value from partnering up with that business. When you actually find a great partner you should be able to call them up anytime because you have that relationship.

65. Market your business online

This is a very cost effective way to market your business. There are plenty of untapped areas online and by exposing your business online, you can cap into those markets.

66. Manage your growth carefully

One of the things that you should know is that even if you're growing profitability, when you begin to grow

too rapidly, time set aside for managing the finances begins to encroach on where time should truly be invested; which is always with your customer.

67. Be honest with yourself

Many entrepreneurs will not be able to benefit from some advice until it's too late. Some entrepreneurs need to be really honest with themselves about what type of entrepreneur they [want to be](#). It's an unknown thing that is happening when you start a business.

Growth is always what gets talked about and gets attention but sometimes there is more happiness and more success by being a small giant. There's nothing wrong with that - don't believe in the hype of growth.

68. Be prepared

Always anticipate growth. If you are going to make a website you need to have the ability to grow and scale so you are not playing catch up. It is important to be proactive and not reactive. Anticipate your larger scale growth for when the demand is there.

69. Focus On Building the Right Way

Don't worry about how many people are working for you. You often hear people bragging about how they have 20 people working under them – but if you're losing money doing it, who cares?

Look at what your company is doing. Look at your business as something that should be strong and growing but not so fast that it's out of control. Don't just grow to grow. Make sure you're profitable, people are happy, and that you have a great working atmosphere.

70. Think Global

Look at your markets from a global perspective. Don't put your blinders on when you start looking at your markets. Look at China and India – they will have an impact in North America. Do everything from a global perspective and be smart about the opportunities that are coming to you.

71. Don't forget to invest in yourself or into the company

A big mistake that a lot of companies

make is that they start ahead of the curve pioneering whatever they are doing. What they forget to do is reinvest their profits into their company in training, people, and resources. Entrepreneurs neglect that as they grow.

72. Align yourself with charities

The more you align yourself with charities the more you'll get noticed because they tend to get a little more press. Go for industry media and broad media. To get recognition you want to be in something more public but to get clients you want to be in the trade magazines.

73. Be careful about investors

Investors, whether they're angels, venture capitalists, banks or whatever, have a different agenda when they will put their money in. They want to know if you're actually passionate about doing whatever it takes to make the business succeed. They want to know that you're willing to put in sixteen (16) hours days for months on end to keep the business floating. See, it's very easy to take money from an

investor not realizing the actual cost associated with it. Investors feel, and actually do, have opinions and ownership over the ideas and direction the company is going. Entrepreneurs simply don't realize those points when a check for over six figures is sitting in front of them.

And there you have it, 73 different secrets and rules for starting a business. Thank you for checking it out and I hope that it will be useful to you in your pursuit of a successful business.

If you have any feedback, please email me at amwarner@shadeofinfo.com. And if you liked the information, do me a favor and come visit the website www.shadeofinfo.com and make sure to subscribe for my free E-Letter to learn [“The 10 Fatal Mistakes Why The Majority Of Businesses Will Fail This Year”](#).

Please feel free to share this report with others who may benefit from it. Thanks and take care.